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# Fax Cover Sheet

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Date: 23 Mar 2005

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Comments:

In a telephone interview on 16 March 2005, you asked for elaboration on the suggestion of allowable matter at para. 11-12 of the final Office action (mailed on 8 February 2005). The claims could be amended so as to overcome all the prior art made of record, including the final rejection mailed on 8 February 2005, by amending "object" to -- keyword object --. This is illustrated in p. 2/2 of this transmission for claim 1.

I recommend the phrase "keyword object" because it is defined at para. [0179] of the published specification (2001/0029466 A1).

This or any other amendment would require a search of the prior art, and would therefore have to be made by RCE.

Please feel free to call me if I can be of further help.

Number of pages 2 including this page

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In the Claims:

1. (Currently Amended) A rewarding method corresponding to <sup>2 keyword</sup>an object selection on a web page, comprising the steps of: <sup>keyword</sup>

(a) designating a predetermined <sup>keyword</sup>object to each of a plurality of web pages having respective uniform resource locators (URLs);

(b) causing a server to detect that a user of a user terminal unit has selected the <sup>keyword</sup>object on one of the plurality of web pages having respective URLs;

(c) recording an event log correlating an identifier of the user, an identifier of the <sup>keyword</sup>selected object, date of selection and an event that the object has been selected, when the server detects that the user of the user terminal unit has selected the object;

(d) determining whether or not the number of <sup>keyword</sup>objects recorded in the event log exceeds a first predetermined value within a predetermined time period; and

(e) performing a rewarding process to reward the user when the determined result at the step (d) is Yes.

2. (Original) The rewarding method as set forth in claim 1,

wherein when the determined result at the step (d) is Yes, before performing the step

(e), a quiz web page is displayed on the user terminal unit, and

wherein when the number of correct answers that the user have input to the user terminal unit in response to the quizzes on said quiz web page is greater than a second predetermined value, the step (e) is performed.

3. (Original) The rewarding method as set forth in claim 1,